

# Ready WA Make-or-Break Campaign Moments

## Communications Workbook

<b>Make-or-break moments</b>	<b>Parents</b>	<b>Educators</b>	<b>Lawmakers/Opinion leaders</b>
<b>Spring 2014, during and post field testing</b>	We need to better prepare our children for college, work and life. This is an important change. This is the start of a better future and new era in your child's education.	This is an important change that will help your students succeed. This isn't about what the kids need today or next month. This is about getting them to the door. This is about putting them on a trajectory that will get every student to maximize their potential beyond high school.	When they graduate, every student should have the opportunity to choose the best path for their aspirations and talents. Our students will be better prepared to succeed after high school and compete for the quality jobs our state has to offer.
<b>Fall 2014 when the new school year begins</b>	We need to better prepare our children for college, work and life. This is an important change. This is the start of a better future and new era in your child's education.	This is an important change that will help your students succeed. This isn't about what the kids need today or next month. This is about getting them to the door. This is about putting them on a trajectory that will get every student to maximize their potential beyond high school.	When they graduate, every student should have the opportunity to choose the best path for their aspirations and talents. Our students will be better prepared to succeed after high school and compete for the quality jobs our state has to offer.
<b>Early 2015 before testing begins/state Legislature</b>	Don't panic. These new tests are better. You'll know how your child is really doing in school.	Don't panic. This is a big change, but these tests are better and provide you accurate data to help your students succeed.	Don't panic. These new tests are better. We'll know how students are really performing in school. This is a long-term, important change in the way we educate students. They will be better prepared for the workplace.

<b>Spring 2015 when testing is happening/ending</b>	Don't panic. These new tests are better. You'll know how your child is really doing in school.	Don't panic. This is a big change, but these tests are better and provide you accurate data to help your students succeed.	Don't panic. These new tests are better. We'll know how students are really performing in school. This is a long-term, important change in the way we educate students. They will be better prepared for the workplace.
<b>Summer 2015 when testing scores are returned</b>	This test measures what matters to your child's future. We have identified the skills and knowledge they need to put them on a trajectory for success. This is an important first step in better preparing students so they are ready for college, work and life.	This is a different test measuring different things. These tests provide you accurate data to help your students succeed. Your students are on a better path. This is an important first step in better preparing for their future.	This test measures what matters to your child's future. We have identified the skills and knowledge they need to put them on a trajectory for success. We want to import talent from our state, not from other states or other countries. These learning standards will help signify that our students are ready to fill Washington jobs.